SMITH ANNOUNCES NEW GENERAL MANAGER, ADDITIONAL HIRES & PROMOTIONS

Portland, OR (July 28, 2020) – Smith, one of Safilo Group's own core brands, is pleased to announce the appointment of **Francesco Rinaldi Ceroni** as General Manager. Francesco joins the company following more than 13 years in the eyewear industry across wholesale and retail, serving most recently as VP International Strategy & Business Development at Costa Del Mar. Under his new role at Smith, he will lead the global business across all commercial channels out of the Portland headquarters, reporting to Angelo Trocchia, CEO of Safilo Group.

"We welcome Francesco who is a highly experienced professional in the industry, with strong entrepreneurial skills and successful background," commented Angelo Trocchia. "As we focus on executing our new business plan, we see tremendous opportunities to further develop our own core brands and I am confident that Smith will go from strength to strength under Francesco's leadership."

Following his successful tenure as Bike Category Manager for the last few years, **Jon Raymer** is promoted to the new position of Senior Marketing Manager at Smith. His cross-functional experience and enthusiasm for the brand will support Smith's growth across all categories and channels. Under his new title, Jon oversees the entirety of the marketing team, social media, public relations and partnerships with contracted agencies, reporting to Francesco.

In addition, **Allie Flake** joins the Smith team as Eyewear Category Manager to support, strengthen and grow the sport eyewear and optical channels. Allie has over a decade of experience in the eyewear industry, supporting the product development at Oliver Peoples, Fox Head, ROKA Sports, and Costa Del Mar. She reports to Graham Sours, Category Director at Smith.

Tuomas Kronqvist is appointed Smith CFO and **Ken Salvador** is promoted to Senior Finance Manager at Smith.

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About Smith
Originating from Sun Valley, Idaho, Smith was founded in 1965 with the invention of the first snow goggle featuring a sealed thermal lens and breathable vent foam. With over 50 years of innovation and design experience, Smith is widely known today as an industry leader that pioneers advanced eyewear and helmets that incorporate dynamic technologies, optimized performance and clean styling to fuel fun beyond walls. Smith seeks to power thrilling experiences in snow, surf, bike, fish and peak performance outdoor adventures with a comprehensive collection that exudes modern style and vibrant personality. To Smith, the experience is everything. Smith is part of Safilo Group. Additional information is available at smithoptics.com.

About Safilo Group
Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and related products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its designs into high-quality products according to the Italian tradition. Through an extensive wholly owned network of subsidiaries in 40 countries and more than 50 distribution partners in key markets throughout North and Latin America, Europe, Africa, the Middle East, Asia Pacific and China, Safilo is committed to quality distribution of its products in nearly 100,000 selected points of sale worldwide. Safilo's portfolio encompasses its own core brands Carrera, Polaroid, Smith, Safilo, Blenders, Privé Revaux, and licensed brands Dior, Dior Homme, Fendi, Banana Republic, BOSS, David Beckham, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jimmy Choo, Juicy Couture, kate spade new york, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara, Missoni, M Missoni, Moschino, Pierre Cardin, rag&bone, Rebecca Minkoff, Saks Fifth Avenue, Swatch, and Tommy Hilfiger. Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2019 Safilo recorded net revenues for Euro 939 million.

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